

AMENDMENTS TO THE CLAIMS

Claims 1-16 (cancelled)

Claim 17 (original): A method of identifying a source of messages delivered over the Internet, the method comprising:

- agreeing to a license agreement, the license agreement including a term allowing a source to deliver messages to a client computer;
- receiving a first message from the source, the first message including textual information about message delivery by the source; and
- receiving a second message from the source, the second message including a source indicator to dissociate the second message from a publisher of a web page being displayed along with the second message.

Claim 18 (original): The method of claim 17 wherein the first message includes information regarding a term of the license agreement.

Claim 19 (original): The method of claim 17 wherein the source indicator includes a logo.

Claim 20 (original): The method of claim 17 wherein the second message includes an advertisement.

Claims 21-41 (cancelled)

Claim 42 (new): The method of claim 17 wherein the first and second messages are displayed in separate windows.

Claim 43 (new): The method of claim 17 wherein at least the second message is displayed in a window having adjacent icons that are activated differently.

Claim 44 (new): The method of claim 17 wherein the second message is part of an educational campaign to educate a consumer how to identify messages from a particular source.

Claim 45 (new): The message of claim 17 wherein the first and second messages are displayed in separate pop-up windows.

Claim 46 (new): A method of identifying a source of windows delivered over an Internet, the method comprising:

- delivering a first window containing a license agreement to a consumer, the license agreement containing a term allowing a source to deliver advertisements to the consumer; and
- if the consumer agrees to the term, delivering a second window to the consumer, the second window being delivered by the source and containing

information explicitly dissociating the source from a publisher of a web page currently displayed with the second window.

Claim 47 (new): The method of claim 42 wherein the information contained in the second window comprises textual information.

Claim 48 (new): The method of claim 42 further comprising:
delivering a third window to the consumer, the third window including a source indicator indicating that the third window is delivered by the source.

Claim 49 (new): The method of claim 44 wherein the source indicator comprises a logo.

Claim 50 (new): The method of claim 42 wherein the second window comprises a pop-up window.